

## Public Relations and Fundraising Managers (11-2031)

**Occupation description:** Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for their organization or client; or if engaged in fundraising, plan, direct, or coordinate activities to solicit and maintain funds for special projects or nonprofit organizations.

### Employment and Job Openings

	Average employment			Average annual openings		
	2010 estimate	2020 projection	Percent change	Growth	Replacement	Total
Alaska	202	231	14.4	3	6	9
United States	61,900	72,100	16.5	1,020	1,770	2,790

#### Job outlook

**Alaska:** Alaska's employment growth is moderate with moderate employment opportunities. [Read more.](#)

### 2013 Wages ?

	Mean Wage and 95% Confidence Interval			Wage by Percentile		
	Low	Mean	High	10th	Median	90th
United States	n/a	53.49	n/a	25.65	47.45	88.60
Alaska	42.93	46.68	50.43	28.97	44.37	66.69
Anchorage/Mat-Su Area (MSA)	44.88	50.41	55.94	31.47	48.16	69.92

### Labor Force Indicators

#### 2012 Worker Characteristics

Total workers	Nonresident workers	Percent nonresident	Percent age 45 plus	Percent age 50 plus
236	29	12.3	55.5	40.8

#### 2012 Potential Supply

Qualified but working in another occupation	61
Currently employed in a lower paid occupation	44
UI claimants previously working in occupation	11

#### 2012 ALEXsys Employment Data

Number of registrants	208
Number of job position postings	21
Ratio of registrants to job position postings	9.9

## Typical Entry-level Education, Experience, and/or On-the-job Training

**Education:** Bachelor's degree

**Work experience:** 1 to 5 years **On-the-job training:** None

---

Department of Labor and Workforce Development, Research and Analysis Section  
P.O. Box 115501  
Juneau, Alaska 99811-5501  
Phone: 907.465.4500, Fax: 907.523.9654  
June 29, 2014